

REMARKS/ARGUMENTS

Favorable reconsideration of this amendment as currently amended and in light of the following discussion, is respectfully requested.

Claims 1-18 are pending, Claims 1, 3, 6, 8, 11, 13, 14 and 16 having been amended by way of the present amendment.

In the outstanding Office Action, Claims 1, 2, 6, 7, 14 and 15 were rejected as being anticipated by Lawton et al (U.S. Patent No. 5,832,100, hereinafter Lawton); and Claims 3-5, 8-13 and 16-18 were indicated as containing allowable subject matter.

Applicants appreciative acknowledge the identification of allowable subject matter. Claims 1, 6, and 14 have been amended as a matter of form so as to comply with U.S. claiming drafting practice. Claims 3, 8, 11, 13, and 16 have been rewritten in independent form and therefore are believed to be allowed.

Claim 1 is directed to a content distribution system that includes at least a content distribution server, a computer system and a content receiving terminal. The computer system includes a content selection document generation part and a content selection document sending part. The content receiving terminal includes a content selection document receiving part, information extracting part, and a distribution sending part.

The outstanding Office Action asserts that Lawton discloses all the features of Claim 1. However, Applicants traverse this assertion. Lawton is directed to a method and apparatus for converting documents between paper medium and electronic media using a user profile. The outstanding Office Action asserts that Lawton discloses a content selection document generation part, referring to column 13, lines 13-25, and a content selection document sending part. However, column 13, lines 13-25 of Lawton is merely referring to the use of a process for extracting data from a form. However, Claim 1 actually requires a content distribution server system comprising at least a content distribution server which stores and

distributes contents, a computer system and a content receiving terminal which receives the content from the content distribution server. Lawton does not describe these features and consequently does not anticipate Claim 1. As is seen from the description of the drawings (see e.g., col. 6, lines 37-61), the structures in Lawton do not describe the content distribution system as claimed. Accordingly, it is respectfully submitted that Claim 1 patentably defines over Lawton. Because Claim 2 depends from Claim 1, it is respectfully submitted that Claim 2 also patentably defines over Lawton.

Claim 6 is directed to a computer system used in a content distribution system and thus for substantially the same reasons as discussed with regard to Claim 1, it is respectfully submitted that Claim 6 and 7 also patentably define over Lawton. Claim 14, while being directed to the content receiving terminal of the content distribution system, nevertheless is a component of the system that is not described in Lawton. Therefore, it is respectfully submitted that Claims 14 and 15 also patentably define over Lawton.

Consequently, in view of the above remarks and indication of allowable subject matter, it is respectfully submitted that the presently claimed invention patentably defines over the asserted prior art. Accordingly, a Notice of Allowance is earnestly solicited.

Respectfully submitted,

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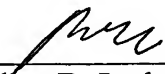
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